

## CLAIMS

1. A method for selecting at least one of audio and video comprising:<sup>1</sup>
  - (a) receiving user attribute information corresponding to user preferences wherein said user attribute information includes preferences;
  - 5 (b) receiving program attribute information corresponding to said at least one of said audio and video, where said program attribute information corresponds with said user preferences, where at least one of said user attribute information and said program attribute information includes hierarchical levels; and
  - (c) determining the desirability of said at least one of said audio and video based upon said preferences, wherein said preferences selectively include data indicative of at least a first, a second, and a third option;
    - 10 (i) said first option including a preference indicative of the desirability of said at least one of audio and video;
    - (ii) said second option including a preference indicative of non-desirability of said at least one of audio and video;
    - 15 (iii) said third option including a preference indicative of indifference desirability of said at least one of audio and video.
- 20 2. The method of claim 1 wherein said first option is a non-binary preference value.

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<sup>1</sup> Claims the preference values being positive, negative, and indifferent.

3. The method of claim 1 wherein said second option is a non-binary preference value.
4. The method of claim 1 wherein said first option is positive preference value.
5. The method of claim 1 wherein said second option is a negative preference value.
6. The method of claim 1 wherein said preferences are adjustable by a user.
7. The method of claim 1 wherein said preferences include at least one default value.
8. The method of claim 7 wherein said preferences are adjustable by a user.
9. The method of claim 1 wherein said determining results in a value.
10. A method for selecting at least one of audio and video comprising:
  - (a) receiving user attribute information corresponding to user preferences wherein said user attribute information includes preferences;

(b) receiving first program attribute information corresponding to said at least one of said audio and video, where said first program attribute information corresponds with said user preferences, where at least one of said user attribute information and said first program attribute information includes hierarchical levels;

(c) receiving second program attribute information corresponding to said at least one of said audio and video, where said second program attribute information corresponds with said user preferences, where at least one of said user attribute information and said second program attribute information includes hierarchical levels; and

(c) determining the desirability of said at least one of said audio and video based upon a relative ranking between said first program attribute information and said second program attribute information.

11. The method of claim 10 wherein said determining the desirability includes:

(a) calculating a first ranking value for said first program attribute information;

(b) calculating a second ranking value for said second program attribute information; and

(c) determining said relative ranking based upon said first ranking value and said second ranking value.

12. The method of claim 10 wherein said determining the desirability includes:

- (a) calculating a first ranking value for said first program attribute information which is based in part upon said second attribute information;
- (b) calculating a second ranking value for said second program attribute information which is based in part upon said first attribute information; and
- (c) determining said relative ranking based upon said first ranking value and said second ranking value.

13. The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and free from a second attribute;
- (b) said second program attribute information includes said first attribute and said second attribute; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

14. The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and free from a second attribute;

- (b) said second program attribute information includes said first attribute and a relatively smaller presence of said second attribute in comparison to said first attribute; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

15. The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and a second attribute, where said second attribute has a first relatively smaller presence than said first attribute in said first program;
- (b) said second program attribute information includes said first attribute and said second attribute, where said second attribute has a second relatively smaller presence than said first attribute in said second program, where said first relatively smaller presence is smaller than said second relatively smaller presence; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

16. The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and free from a second attribute and free from a third attribute;
- (b) said second program attribute information includes said second attribute and said third attribute and is free from said third attribute;
- (c) said determining said relative ranking indicates said first program as more desirable than said second program.

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